IN THE CLAIMS

Please amend claims 1 through 23 and add claims 24 through 33 to read as shown below on pages 3 through 8. A marked up version of the original claims is shown on pages 9 through 16.

Change to:

1. (amended) A computer readable medium having sequences of instructions stored therein, which when executed cause the processors in a plurality of computers that have been connected via a network to perform a process optimization method, comprising:

obtaining one or more process specifications and an organization ontology;

mapping specified process outputs to the organization using said ontology;

creating an organization optimization model using said mappings and ontology; and

simulating organization financial performance with said model to determine the optimal specification for the one or more processes.

2. (amended) The computer readable medium of claim 1 where the method further comprises identifying the optimal set of processes for the organization.

3. (amended) The computer readable medium of claim 1 where the process specification includes attributes from the group consisting of process budget, process features, process operating factors, process outputs, the relationship between process features and the process budget and outputs and combinations thereof.

4. (amended) The computer readable medium of claim 3 where the process features encapsulate all the different options for performing the process including any options for implementing a process performance option at a future date.

5. (amended) The computer readable medium of claim 3 where the process budget includes process expenses and process capital requirements.

6. (amended) The computer readable medium of claim 1 where process specification data is obtained from the group consisting of design systems, process systems, simulation systems, operating factor databases and combinations thereof.

7. (amended) The computer readable medium of claim 1 where the organization is a single product, a group of products, a division, a company, a multi-company corporation, a value chain, a government organization or a collaboration.

8. (amended) The computer readable medium of claim 7 where a collaboration is a joint effort between any combination of products, groups of products, divisions, companies, multi company corporations, value chains and government organizations.

9. (amended) The computer readable medium of claim 1 where an organization ontology comprises a common schema and the quantified inter-relationship between the elements, factors and risks that drive organization financial performance.

10. (amended) The computer readable medium of claim 9 where the elements are from the group consisting of alliances, brands, channels, customers, customer relationships, employees, equipment, knowledge, intellectual property, investors, partnerships, processes, products, quality, vendors, vendor relationships, visitors and combinations thereof.

11. (amended) The computer readable medium of claim 9 where the factors are from the group consisting of numerical indicators of conditions external to the organization, numerical indications of prices external to the organization, numerical indications of organization conditions compared to external expectations of organization condition, numerical indications of the organization performance compared to external expectations of organization performance and combinations thereof.

12. (amended) The computer readable medium of claim 9 where the risks are from the group consisting of contingent liabilities, event risks, variability risks, volatility and combinations thereof.

13. (amended) The computer readable medium of claim 9 where the common schema defines common attributes from the group consisting of data structure, organization designation, metadata standard and data dictionary.

14. (amended) The computer readable medium of claim 13 where the data dictionary defines standard data attributes from the group consisting of account numbers, components of value, currencies, elements of value, enterprise designations, external factors, organization designations, segments of value, risks, time periods, units of measure and combinations thereof and the metadata standard is an xml standard.

15. (amended) The computer readable medium of claim 9 where the quantified inter-relationship between the elements, factors and risks is determined by segment of value and enterprise for aspects of organization financial performance.

16. (amended) The computer readable medium of claim 15 where the segments of value are from the group consisting of current operations, real options, derivatives, excess financial assets, market sentiment and combinations thereof.

17. (amended) The computer readable medium of claim 15 where an enterprise is a single product, a group of products, a division, a company or a government organization.

18. (amended) The computer readable medium of claim 15 where the aspects of organization financial performance are from the group consisting of revenue, expense, capital change, current operation returns, real option returns, derivative returns, excess financial asset returns, market sentiment returns, current operation risk, real option risk, derivative risk, excess financial asset risk, market sentiment risk, current operation value, real option value, derivative value, excess financial asset value, market sentiment value, organization returns, organization risk, organization value and combinations thereof.

19. (amended) The computer readable medium of claim 15 where the quantified interrelationship between elements, factors and aspects of financial performance is determined by a series of computations completed by algorithms from the group consisting of neural network; regression, generalized additive; support vector method, entropy minimization, generalized autoregressive conditional heteroskedasticity, wavelets, Markov, Bayesian, multivalent, multivariate adaptive regression splines, data envelopment analysis, path analysis and combinations thereof.

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20. (amended) The computer readable medium of claim 1 where the optimization model is a multi-criteria optimization model or a single criteria optimization model.

21. (amended) The computer readable medium of claim 1 where optimal process specification includes the features that optimizes one or more aspects of organization financial performance from the group consisting of revenue, expense, capital change, current operation returns, real option returns, derivative returns, excess financial asset returns, market sentiment returns, current operation risk, real option risk, derivative risk, excess financial asset risk, market sentiment risk, current operation value, real option value, derivative value, excess financial asset value, market sentiment value, organization returns, organization risk and organization value.

22. (amended) The computer readable medium of claim 2 where optimal set of processes is the set that optimizes one or more aspects of organization financial performance from the group consisting of revenue, expense, capital change, current operation returns, real option returns, derivative returns, excess financial asset returns, market sentiment returns, current operation risk, real option risk, derivative risk, excess financial asset risk, market sentiment risk, current operation value, real option value, derivative value, excess financial asset value, market sentiment value, organization returns, organization risk and organization value.

23. (amended) The computer readable medium of claim 1 where simulations are completed using genetic algorithms or Monte Carlo simulations.

24. (new) The computer readable medium of claim 2 where the method further comprises displaying the organization value, optimal process specifications and the optimal set of processes using a paper document or electronic display.

25. (new) A method for creating an organization risk matrix that quantifies organization risks by segment of value and enterprise.

26. (new) The method of claim 25 where the organization is a single product, a group of products, a division, a company, a multi-company corporation, a value chain, a government organization or a collaboration and a collaboration is a joint effort between

any combination of products, groups of products, divisions, companies, multi company corporations, value chains and government organizations.

27. (new) The method of claim 25 where the risks are from the group consisting of contingent liabilities, event risks, variability risks, volatility and combinations thereof.

28. (new) The method of claim 25 where the segments of value are from the group consisting of current operations, real options, derivatives, excess financial assets, market sentiment and combinations thereof.

29. (new) The method of claim 25 where the contingent liability risks are quantified using real option algorithms while the event risks and variability risks are quantified by element of value and external factor for elements of value from the group consisting of alliances, brands, buildings, cash, channels, customers, customer relationships, employees, equipment, knowledge, intellectual property, inventory, investors, partnerships, processes, products, quality, securities, vendors, vendor relationships, visitors and combinations thereof and external factors from the group consisting of numerical indicators of conditions external to the organization, numerical indications of prices external to the organization, numerical indications of organization conditions compared to external expectations of organization condition, numerical indications of the organization performance compared to external expectations of organization performance and combinations thereof.

30. (new) A computer readable medium having sequences of instructions stored therein, which when executed cause the processors in a plurality of computers that have been connected via a network to perform n organization integration method, comprising:
    developing an organization ontology; and
    using said ontology to guide the integration of any combination of data, information and systems.

31. (new) The computer readable medium of claim 30 where an organization ontology comprises a common schema and the defined inter-relationship between the elements, factors and risks that drive organization performance.

32. (new) The computer readable medium of claim 30 data are from the group consisting of: transaction data, descriptive data, geospatial data, text data, linkage data, semantic data and combinations thereof.

33. (new) The computer readable medium of claim 30 wherein systems are from the group consisting of: basic financial systems, advanced financial systems, web site management systems, operation management systems, supply chain management systems, risk management systems, customer relationship management systems, partner relationship management systems, channel management systems, knowledge management systems, visitor relationship management systems, intellectual property management systems, investor management systems, vendor management systems, alliance management systems process management systems, brand management systems, workforce management systems, human resource management systems, email management systems, IT management systems, quality management systems, accounts receivable systems, accounts payable systems, capital asset systems, inventory systems, invoicing systems, payroll systems, purchasing systems, project management systems, design systems, simulation systems and combinations thereof.

Marked up original:

1. A computer system that determines the optimal mix of features and feature options for a process from the perspective of the process owner, the system comprising:(amended) A computer readable medium having sequences of instructions stored therein, which when executed cause the processors in a plurality of computers that have been connected via a network to perform a process optimization method, comprising:

~~means for obtaining process management data, external factor prices and the matrices of value and risk for the owner;~~

~~means for representing the impact of one or more process features and one or more process feature options on process deliverables;~~

~~means for mapping process deliverables to the matrices of value and risk for the owner;~~

~~means for optimizing the mix of process features and feature options from the perspective of the process owner;~~

~~means for displaying the optimal mix of process features and feature options.~~

obtaining one or more process specifications and an organization ontology;

mapping specified process outputs to the organization using said ontology;

creating an organization optimization model using said mappings and ontology; and

simulating organization financial performance with said model to determine the optimal specification for the one or more processes.

2. ~~The system of claim 1 where the real option segment of value is valued using Black Scholes algorithms.~~(amended) The computer readable medium of claim 1 where the method further comprises identifying the optimal set of processes for the organization.

3. ~~The system of claim 1 where the matrix of value for the owner is subdivided in up to five segments of value, current operation, real options, derivatives, excess financial assets and market sentiment.~~(amended) The computer readable medium of claim 1 where the process specification includes attributes from the group consisting of process budget, process features, process operating factors, process outputs, the relationship between process features and the process budget and outputs and combinations thereof.

4. ~~The system of claim 1 where the display of the optimal mix includes a graphic display of the impact of the optimized process on the efficient frontier of the process owner.~~(amended) The computer readable medium of claim 3 where the process features encapsulate all the different options for performing the process including any options for implementing a process performance option at a future date.

5. ~~The system of claim 1 further comprising the use of optimization algorithms for determining the optimal mix of features and feature options.~~(amended) The computer readable medium of claim 3 where the process budget includes process expenses and process capital requirements.

6. ~~The system of claim 1 further comprising the use of genetic algorithms for determining the optimal mix of features and feature options.~~(amended) The computer readable medium of claim 1 where process specification data is obtained from the group consisting of design systems, process systems, simulation systems, operating factor databases and combinations thereof.

7. ~~The system of claim 1 further comprising the optional use of simulation system data to represent the impact of one or more features and one or more feature options on process deliverables.~~(amended) The computer readable medium of claim 1 where the organization is a single product, a group of products, a division, a company, a multi-company corporation, a value chain, a government organization or a collaboration.

8. ~~The system of claim 1 where the matrix of risk for the owner is subdivided in up to five segments: current operation, real options, derivatives, excess financial assets and market sentiment.~~(amended) The computer readable medium of claim 7 where a collaboration is a joint effort between any combination of products, groups of products, divisions, companies, multi company corporations, value chains and government organizations.

9. ~~The system of claim 1 where the matrix of risk for the owner includes risk from element variability, risk from external factor variability and event risk.~~(amended) The computer readable medium of claim 1 where an organization ontology comprises a common schema and the quantified inter-relationship between the elements, factors and risks that drive organization financial performance.

10. ~~The system of claim 1 where the matrix of risk for the owner includes risk from element variability, risk from external factor variability and event risk by segment of value.~~ (amended) The computer readable medium of claim 9 where the elements are from the group consisting of alliances, brands, channels, customers, customer relationships, employees, equipment, knowledge, intellectual property, investors, partnerships, processes, products, quality, vendors, vendor relationships, visitors and combinations thereof.

11. ~~A data processing method for operating a process to maximize value to the owner:~~ (amended) The computer readable medium of claim 9 where the factors are from the group consisting of numerical indicators of conditions external to the organization, numerical indications of prices external to the organization, numerical indications of organization conditions compared to external expectations of organization condition, numerical indications of the organization performance compared to external expectations of organization performance and combinations thereof.

~~obtaining the matrix of value and the matrix of risk for the owner of the process and external factor price information;~~

~~organizing process management information into resources, deliverables, one or more features and one or more feature options;~~

~~determining a contribution of each of one or more features to the process deliverables;~~

~~mapping the process deliverables, resources and features to the matrices of value and risk for the owner, and~~

~~optimizing the feature and feature option mix to maximize process value from the perspective of the owner.~~

12. ~~A computer readable medium having computer executable instructions thereon for causing a computer to perform the method of claim 11.~~ (amended) The computer readable medium of claim 9 where the risks are from the group consisting of contingent liabilities, event risks, variability risks, volatility and combinations thereof.

13. ~~A method for determining the optimal mix of features and feature options for a process from the perspective of the process owner, the system comprising:~~ (amended) The computer readable medium of claim 9 where the common schema defines common

attributes from the group consisting of data structure, organization designation, metadata standard and data dictionary.

~~obtaining process management data, external factor prices and the matrices of value and risk for the owner;~~

~~representing the impact of one or more features and one or more feature options on process deliverables;~~

~~mapping the expected process outputs to the matrices of value and risk for the owner;~~

~~optimizing the mix of process features and feature options from the perspective of the process owner;~~

~~displaying the optimal mix of process features and feature options.~~

14. (amended) The ~~method~~computer readable medium of claim 13 where the ~~real option segment~~data dictionary defines standard data attributes from the group consisting of account numbers, components of value, currencies, elements of value, enterprise designations, external factors, organization designations, segments of value, risks, time periods, units of measure and combinations thereof and the metadata standard is ~~valued using Black-Scholes algorithms~~an xml standard.

15. ~~The method of claim 13 where the matrix of value for the owner is subdivided in up to five segments of value, current operation, real options, derivatives, excess financial assets and market sentiment.~~(amended) The computer readable medium of claim 9 where the quantified inter-relationship between the elements, factors and risks is determined by segment of value and enterprise for aspects of organization financial performance.

16. ~~The method of claim 13 where the display of the optimal mix includes a graphic display of the impact of the optimized process on the efficient frontier of the process owner.~~(amended) The computer readable medium of claim 15 where the segments of value are from the group consisting of current operations, real options, derivatives, excess financial assets, market sentiment and combinations thereof.

17. ~~The method of claim 13 further comprising the use of optimization algorithms for determining the optimal mix of features and feature options.~~(amended) The computer readable medium of claim 15 where an enterprise is a single product, a group of products, a division, a company or a government organization.

18. ~~The method of claim 13 further comprising the use of genetic algorithms for determining the optimal mix of features and feature options.~~(amended) The computer readable medium of claim 15 where the aspects of organization financial performance are from the group consisting of revenue, expense, capital change, current operation returns, real option returns, derivative returns, excess financial asset returns, market sentiment returns, current operation risk, real option risk, derivative risk, excess financial asset risk, market sentiment risk, current operation value, real option value, derivative value, excess financial asset value, market sentiment value, organization returns, organization risk, organization value and combinations thereof.

19. ~~The method of claim 13 further comprising the optional use of simulation system data to represent the impact of one or more features and one or more feature options on process deliverables.~~(amended) The computer readable medium of claim 15 where the quantified interrelationship between elements, factors and aspects of financial performance is determined by a series of computations completed by algorithms from the group consisting of neural network; regression, generalized additive; support vector method, entropy minimization, generalized autoregressive conditional heteroskedasticity, wavelets, Markov, Bayesian, multivalent, multivariate adaptive regression splines, data envelopment analysis, path analysis and combinations thereof.

20. ~~The method of claim 13 where the matrix of risk for the owner is subdivided in up to five segments: current operation, real options, derivatives, excess financial assets and market sentiment.~~(amended) The computer readable medium of claim 1 where the optimization model is a multi-criteria optimization model or a single criteria optimization model.

21. ~~The method of claim 13 where the matrix of risk for the owner includes risk from element variability, risk from external factor variability and event risk.~~(amended) The computer readable medium of claim 1 where optimal process specification includes the features that optimizes one or more aspects of organization financial performance from the group consisting of revenue, expense, capital change, current operation returns, real option returns, derivative returns, excess financial asset returns, market sentiment returns, current operation risk, real option risk, derivative risk, excess financial asset risk, market sentiment risk, current operation value, real option value, derivative value,

excess financial asset value, market sentiment value, organization returns, organization risk and organization value.

22. ~~The method of claim 13 where the matrix of risk for the owner includes risk from element variability, risk from external factor variability and event risk by segment of value.~~(amended) The computer readable medium of claim 2 where optimal set of processes is the set that optimizes one or more aspects of organization financial performance from the group consisting of revenue, expense, capital change, current operation returns, real option returns, derivative returns, excess financial asset returns, market sentiment returns, current operation risk, real option risk, derivative risk, excess financial asset risk, market sentiment risk, current operation value, real option value, derivative value, excess financial asset value, market sentiment value, organization returns, organization risk and organization value.

23. ~~A computer readable medium having computer executable instructions thereon for causing a computer to perform the method of claim 13.~~(amended) The computer readable medium of claim 1 where simulations are completed using genetic algorithms or Monte Carlo simulations.

24. (new) The computer readable medium of claim 2 where the method further comprises displaying the organization value, optimal process specifications and the optimal set of processes using a paper document or electronic display.

25. (new) A method for creating an organization risk matrix that quantifies organization risks by segment of value and enterprise.

26. (new) The method of claim 25 where the organization is a single product, a group of products, a division, a company, a multi-company corporation, a value chain, a government organization or a collaboration and a collaboration is a joint effort between any combination of products, groups of products, divisions, companies, multi company corporations, value chains and government organizations.

27. (new) The method of claim 25 where the risks are from the group consisting of contingent liabilities, event risks, variability risks, volatility and combinations thereof.

28. (new) The method of claim 25 where the segments of value are from the group consisting of current operations, real options, derivatives, excess financial assets, market sentiment and combinations thereof.

29. (new) The method of claim 25 where the contingent liability risks are quantified using real option algorithms while the event risks and variability risks are quantified by element of value and external factor for elements of value from the group consisting of alliances, brands, buildings, cash, channels, customers, customer relationships, employees, equipment, knowledge, intellectual property, inventory, investors, partnerships, processes, products, quality, securities, vendors, vendor relationships, visitors and combinations thereof and external factors from the group consisting of numerical indicators of conditions external to the organization, numerical indications of prices external to the organization, numerical indications of organization conditions compared to external expectations of organization condition, numerical indications of the organization performance compared to external expectations of organization performance and combinations thereof.

30. (new) A computer readable medium having sequences of instructions stored therein, which when executed cause the processors in a plurality of computers that have been connected via a network to perform n organization integration method, comprising:
    developing an organization ontology; and
    using said ontology to guide the integration of any combination of data, information and systems.

31. (new) The computer readable medium of claim 30 where an organization ontology comprises a common schema and the defined inter-relationship between the elements, factors and risks that drive organization performance.

32. (new) The computer readable medium of claim 30 data are from the group consisting of: transaction data, descriptive data, geospatial data, text data, linkage data, semantic data and combinations thereof.

33. (new) The computer readable medium of claim 30 wherein systems are from the group consisting of: basic financial systems, advanced financial systems, web site management systems, operation management systems, supply chain management systems, risk management systems, customer relationship management systems,

partner relationship management systems, channel management systems, knowledge management systems, visitor relationship management systems, intellectual property management systems, investor management systems, vendor management systems, alliance management systems, process management systems, brand management systems, workforce management systems, human resource management systems, email management systems, IT management systems, quality management systems, accounts receivable systems, accounts payable systems, capital asset systems, inventory systems, invoicing systems, payroll systems, purchasing systems, project management systems, design systems, simulation systems and combinations thereof.